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October 6, 2009

By Electronic Filing

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

RE: Ex Parte Presentation of the PPM Coalition
in MB Docket No. 08-187

Dear Ms. Dortch:

On October 6, 2009, representing the PPM Coalition, Antoinette Cook Bush of this Firm, held a telephone conference with Thomas Reed, Director of the Commission's Office of Communications Business Opportunities.

Ms. Bush reviewed the background of Arbitron's Portable People Meter ("PPM") and emphasized that the PPM Coalition does not oppose electronic audience measurement, as exemplified by the PPM device, but that Arbitron's implementation methodology is defective. The PPM Coalition only asks that Arbitron obtain accreditation by Media Rating Council, Inc. ("MRC") in each radio market prior to making its PPM ratings "currency."

Ms. Bush extolled the work being done by Congressman Towns and the House Committee on Oversight and Government Reform in its investigation into Arbitron's failure to secure MRC accreditation and requested that the Commission follow its Notice of Inquiry in this proceeding with its own investigation pursuant to Section 403 of the Communications Act. She discussed the settlement agreements reached with Arbitron in the states of New York, New Jersey, and Maryland and noted that one of the key aspects of the settlements is that Arbitron receive MRC

accreditation, which to date Arbitron has not accomplished. The PPM Coalition is providing the attached materials to further illustrate its position.

Sincerely,

A handwritten signature in black ink, appearing to read "D. H. Pawlik". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

David H. Pawlik
Counsel to the PPM Coalition

attachment

cc: Thomas Reed